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London. In Fashion

Pierre Toromanoff

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- **Third in a new, appealing series** *Paris. In Fashion (2025); New York. In Fashion (2025)*
- **London is unique in the fashion world** known for its innovation, creativity, and support for emerging talent
- **A designer hotbed** from Twiggy, go-go boots, mini-skirts, and the Swinging 60s to global brands like Alexander McQueen, Stella McCartney, Sarah Burton, Vivienne Westwood, Burberry, and many others
- **London is a leader in fashion education** home to the world's premiere fashion institute, Central St. Martin's
- **A visual confection** including vivid, full-color photographs of runway shows, street fashion, designer boutiques, standout accessories, and famous fashion emporia
- **With a wide audience** of fashionistas, fashion professionals, au-courant readers, celebrity followers, fashion photography followers, London lovers, and the perfect gift book for all of those

London is the most diverse of all the great fashion megacities, drawing from a vast palette of cultures, artistic disciplines and historical references to produce some of the world's best loved and most influential trends. From the flappers of the 1920s to the swinging '60s, from punks and new romantics to the 21st-century modes of sustainability and representation, the storied British capital has made a habit of crystalizing youthful rebellion by wearing its identity on the outside. Home to Vivienne Westwood, Burberry and Palace, iconic stores like Harrods, Harvey Nichols and Selfridges, as well as some of the most famous fashion streets on Earth, including Carnaby Street, King's Road, Savile Row and many more.

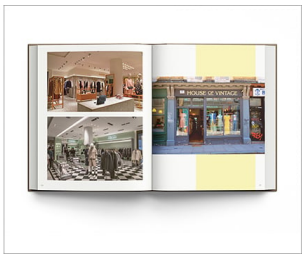
London. In Fashion is an unmissable opportunity to walk among London's trendsetters without leaving your own home.

From Paris and New York to more surprising hotbeds of style, the *In Fashion* series invites you to discover the most fashionable locations in the world. Covering high fashion, classic street style and trendsetting people, as well as interiors, streets, shops and more, each beautifully presented volume offers a unique glimpse into the clothes and fashion culture of a distinct and remarkable destination.

Perfect for fans of fashion and travel.

Having studied mathematics and Slavic languages in Paris, **Pierre Toromanoff** (b.1969) went on to work at the cultural department of the French embassy in Russia from 1991 to 1994, before finding his way into book publishing. He worked as an international sales manager and then as managing director for several renowned art publishers for over 20 years. He is the co-founder of Fancy Books Packaging, a creative agency for illustrated books, and has authored several publications on fashion, lifestyle, visual arts and pop culture.







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